



# County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration  
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(213) 974-1101  
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA  
Chief Executive Officer

June 14, 2010

Lynn Verhoeff  
c/o The Picture Lady  
P.O. Box 5444  
Frazier Park, CA 93222

Dear Ms. Verhoeff:

## **DISCONTINUED USE OF OUTSIDE VENDORS FOR LOS ANGELES COUNTY ANNUAL CHARITABLE GIVING CAMPAIGN**

The Board of Supervisors has asked me to respond to your letter, dated May 19, 2010, concerning the discontinued use of outside vendors to raise funds for the County's annual Charitable Giving Program. We have not cancelled the Charitable Giving Campaign, a fundraising effort spearheaded on a voluntary basis by County employees for more than 30 years. County employees generously donate an estimated \$1.2 million dollars each year through payroll deduction to the Charitable Giving Campaign. One-time fundraising brings in another \$300,000.

We have had to make changes to the fundraising aspect of the campaign to ensure compliance with County fiscal procedures. Several unfortunate events necessitated a change in campaign procedures, including the arrest of one vendor on County property for selling "knock off" products and a report of anti-Semitic literature among items sold by a book vendor. In addition a majority of the vendors showed a blatant disregard for, and observance of, campaign financial accountability guidelines, namely, using a cash register to provide twice-daily receipts to the host Departmental Charitable Giving Campaign coordinator. A copy of the receipt of total sales for the day also was to be provided to the coordinator, but was not done. Outside vendors were invited to participate in the campaign fundraising if a portion of their proceeds, between 10 and 20 percent, were donated back to the campaign. Without a cash register receipt, there was no accurate way to verify the daily sales. While vendors had the benefit of using our tag line, "a portion of all proceeds will benefit the County's Charitable Giving Campaign," there was no way to verify the daily sales. County Counsel has advised us that we cannot pick and choose which vendors will be a part of the program. If we open the program to one vendor, then all vendors must be allowed to participate.

In addition to these issues, providing space for outside vendors created a financial impact. Last year, the Board of Supervisors allocated \$20,000 to cover space usage fees for the program, but that figure was exceeded during the first two months, August and September, of the campaign. These are logistical fees the County had to absorb for vendors to use the facilities.

*"To Enrich Lives Through Effective And Caring Service"*

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Based on the various financial issues cited above, the County has determined that it is in the best interest of the County to no longer use outside vendors in the annual Charitable Giving Campaign. If you need additional information, please contact Victoria Pipkin-Lane, Director, Office of Workplace Programs at (213) 974-2495 or [vpipkin@ceo.lacounty.gov](mailto:vpipkin@ceo.lacounty.gov).

Sincerely,



WILLIAM T. FUJIOKA  
Chief Executive Officer

WTF:BC:EFS  
VPL:acn

c: Each Supervisor